



# *NEWSRELEASE*

## **PRESS OFFICE**

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## ***SIGN MAKER WINS SBA'S 2002 SMALL BUSINESS PERSON OF THE YEAR RUNNER-UP AWARD***

**MILWAUKEE:** "Quality is Perfection" is the electric sign that hangs in the entrance to Kieffer & Co., Inc. and is the philosophy for SBA's 2002 Small Business Person of the Year Runner-Up. What started as a 2-person operation in 1978 as the Manitowoc Sign Company has grown into a 70-plus person operation known as [Kieffer & Co., Inc.](http://www.kieffer.com) located in Sheboygan, Wisconsin.

Kieffer & Co., Inc. manufactures and installs complete electric and non-electric aluminum framed signs. Some of the services they provide are site evaluation, permitting, variances, design, engineering, manufacturing, transportation, installation and maintenance. One aspect that allows Kieffer & Co., Inc. to stay ahead of the competition is their ability to stay innovative. Research and development is a key ingredient in this process. Steve has designed quality control standards of his own such as his "Arizona" and "Alaska" testing rooms. These rooms were designed to test the quality of different electrical signs in different climates. These rooms are just a small part of the company's extensive electrical testing area. Steve's knowledge of subjects, such as neon tubing, exceeds that of almost all their competitors.

When visiting the manufacturing floor of Kieffer & Co., Inc. you immediately notice the team spirit that flows throughout the workforce. The workers are always looking into the future to see what is coming next and how they can be better prepared for it. Another factor that plays into the reason employees are excited to say they work at Kieffer are their top wages and quality benefit packages. Kieffer & Co., Inc. is also committed to making its working environment safe. One of the best compliments Steve hears is when an employee tells someone outside the company that Kieffer is a good employer and that the working environment is very clean and safe. Safety rules are always followed. Equipment is kept in the best condition, and immediately replaced when it could become a safety hazard.

SBA is proud to honor Steve Kieffer as its 2002 Small Business Person of the Year Runner-Up. Steve, along with other small businesses and small business advocate winners will be honored at SBA's Annual Small Business Awards Presentation Breakfast on Friday, June 7 at the Italian Community Center in Milwaukee, Wisconsin. For more information, contact Mary Trimmier at (414) 297-1093.

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